

IN THE SPECIFICATION:

Please amend the first full paragraph on Page 18, beginning on line 4 to read as follows:

Next, the first processing unit ~~120~~ 111 determines the first index a_{ij} for each of the second trader j ($j \neq i, j=1, 2, \dots$), based on a part of or all of the “placed order content” of the first trader i ($i=1, 2, \dots$). The first index a_{ij} depends on the “cost” occurring when the first trader i and the second trader j conduct the commercial transaction, and is defined to decrease as the cost increases. The “cost” includes the cost of goods, employment cost, logistics cost, customs cost, tax, and the like.

Please amend the second full paragraph on Page 26, beginning on line 9 to read as follows:

Next, the sixth processing unit 116 performs the “sixth process” (step S160 in FIG. 2). Specifically, the second terminal device 220 transmits the “production plan” prepared by the second terminal device 220 to the server 100 (arrow A7 in FIG. 2), and the sixth processing unit 116 recognizes the production plan. Then, the sixth processing unit 116 estimates the “delivery date” of the goods from the second trader to the first trader, based on the “production plan”.

Please amend the Fourth Paragraph beginning on Page 26 at line 26, and ending on Page 27, line 12 to read as follows:

According to the commercial transaction management system exerting the function mentioned above, the “cost” needed for the commercial transaction of the first trader i and the second trader j is reflected in the selection index K_{ij} in the form of the first index a_{ij} (refer to step S110 in FIG. 2, equation (1)). Also, the “time” needed for the commercial transaction of the first trader i and the second trader j is reflected in the selection index K_{ij} in the form of the second index b_{ij} (refer to step S120 in FIG. 2). Further, the “average rating” by a plurality of first traders concerning the quality of the goods or the level of the service of the second trader j is reflected in the selection index K_{ij} in the form of the third index $[[b_j]] c_j$ (refer to step S130 in FIG. 2).

Please amend the First Full Paragraph on Page 29 beginning on line 2 to read as follows:

Further, when the quality of the goods or the level of the service is improved due to the effort of the second trader, the third index c_j is corrected depending on the individual rating of the second trader by the first trader (step S132 in FIG. 2). Thereafter, the second trader is selected based on the selection index K_{ij} , with the corrected third index c_j reflected in the selection index K_{ij} . By doing so, the second trader as the partner of commercial transaction with the first trader may be appropriately selected in consideration of the individual rating of the second trader by each of the first trader. For example, when a first trader gives high individual rating to a second trader whose average

rating by a plurality of first traders is low, then this second trader is preferentially selected as the partner of commercial transaction with this first trader.

Please amend the second full paragraph beginning on Page 29, line 18 and ending on Page 30, line 3 to read as follows:

In the present embodiment, the selection ~~efficient~~ index K_{ij} is determined according to the equation (1) mentioned above. However, as another embodiment, the selection ~~efficient~~ index K_{ij} may be determined according to any equation, as long as the first index a_{ij} , the second index b_{ij} , and the third index c_j are reflected in the selection ~~efficient~~ index K_{ij} with a weight (intensity) according to the “order placing policy” of the first trader i . Also, the selection ~~efficient~~ index K_{ij} may be determined according to any equation, as long as the weight (intensity) towards each first trader according to the “order receiving policy” of the second trader j is reflected in the selection ~~efficient~~ index K_{ij} .

Please amend the second full paragraph on Page 30, beginning on line 12 to read as follows:

Also, the fourth processing unit 114 may select one second trader only as the partner of commercial transaction with the first trader when the selection ~~efficient~~ index K_{ij} of this one second trader is a predetermined threshold or more (refer to FIG. 3(a)), and may select one second trader and another second trader as the partner of

commercial transaction with the first trader when the selection coefficient index K_{ij} of this one second trader is less than the predetermined threshold (refer to FIG. 3(b)).